



# Linking Efforts: Innovative Partnerships to Advance Policy Making

Honorable Council Member *Marlen Garcia*

City of Baldwin Park



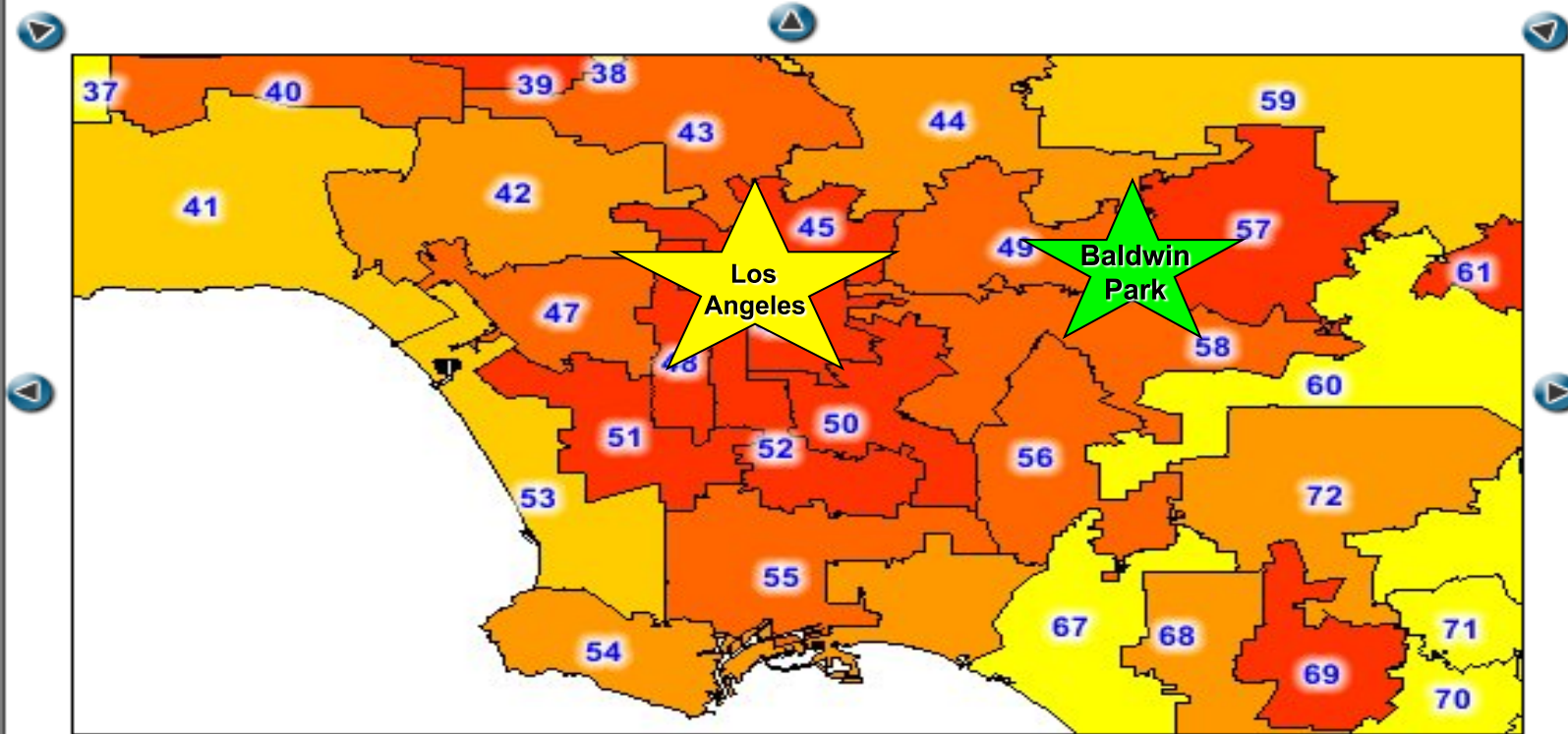
# Geographic Location

## In the heart of the 57<sup>th</sup> Assembly District

***THE GROWING EPIDEMIC:***  
***Child Overweight Rates on the Rise***  
in California Assembly Districts

[California Center for Public Health Advocacy](#) | [Study Documents](#) | [Find Your Assembly District](#)

OVERWEIGHT STUDENTS BY ASSEMBLY DISTRICTS





# Baldwin Park Demographics

- Total Population: 78,747
- Latino: 78.7%
- Median Age: 26.9

## Percentage of Population Based on Age

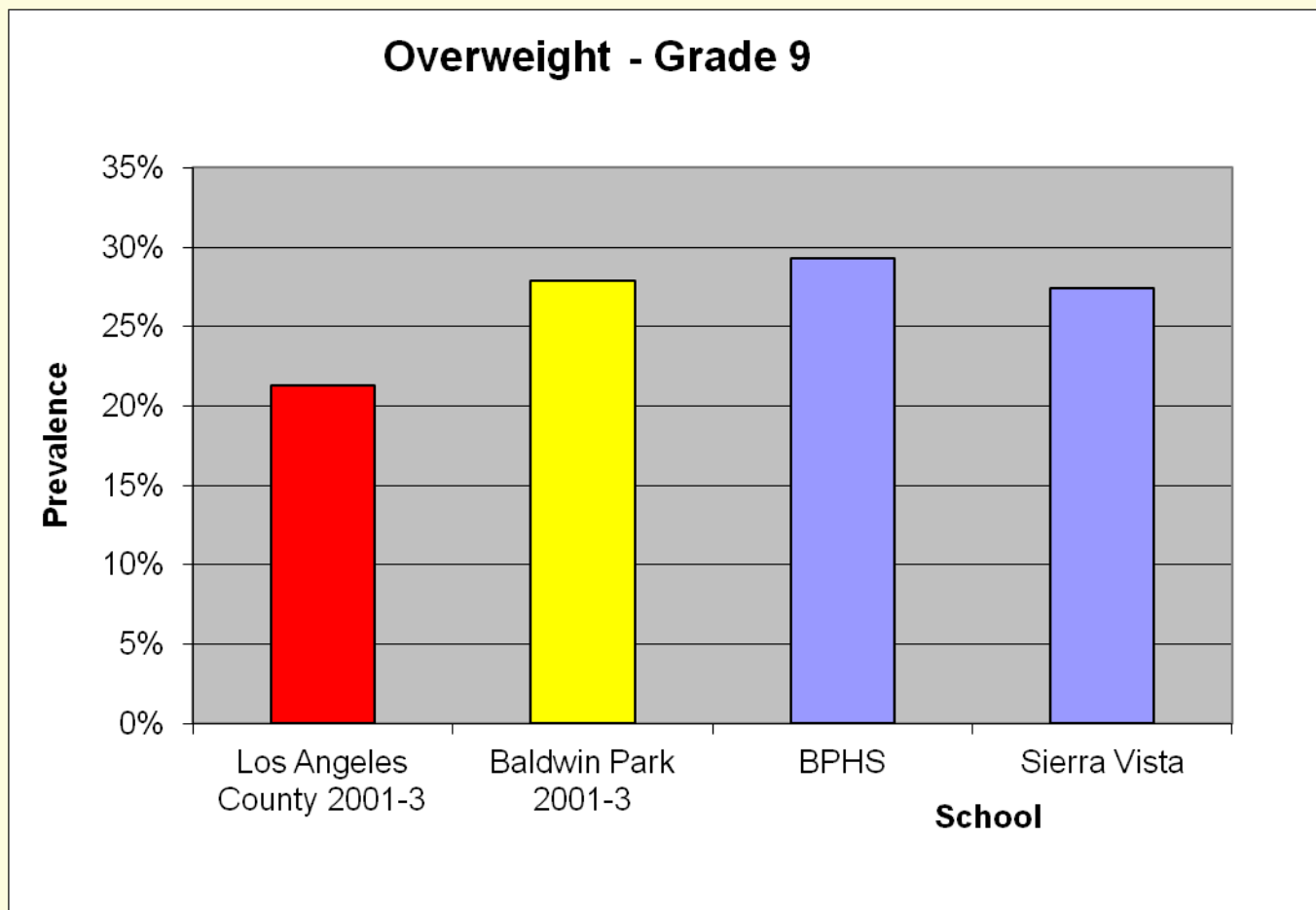
- 0-14yr: 29.7 %
- 15-24yrs: 17.1%
- 35% of the total population in Baldwin Park are under the age of 18

*\*2000 US Census Data*



# Rate of Obesity

## County, City, and High Schools

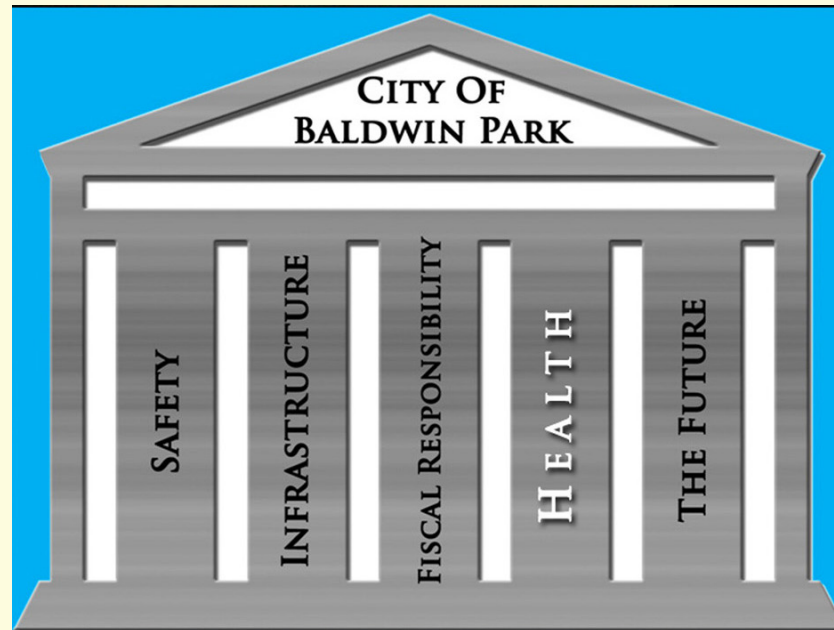




# Incorporating Health in all Policies

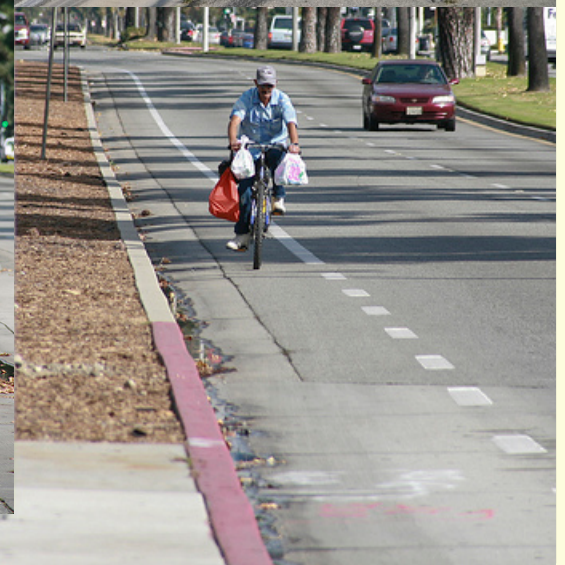
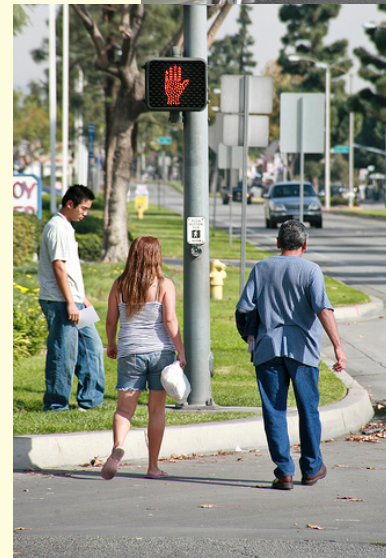
## Taking Action: Policy Adoption

- Incorporating Health into the guiding pillars providing the foundation to building a healthy and successful community
- Establishing “Health in all Policies” - line in the sand



# Local Challenges/Obstacles

- Built Out Community
- Lower Socioeconomic Status
- Minimal Green Space
- Language Barriers
- 10/605 Freeway Congestion
- Challenge of becoming a Walk-able Community





# A New Collaboration is Created

## Healthy Eating Active Communities (HEAC)

### VISION

Improve the food and physical activity environments for school-age children and create momentum for widespread changes in policy and practices that contribute to the rising rates of childhood obesity.

### GOAL

To reduce disparities in obesity and diabetes among school-aged children by improving the food and physical environment in Baldwin Park.

***“Making the Healthy Choice,  
the Easy Choice”***

*Funded by The California Endowment, six collaborative groups located in Alameda (Oakland), Los Angeles (Baldwin Park, South Central), Orange County (Santa Ana), San Diego (Chula Vista) and Shasta (Anderson)*

### 57th District Grassroots Team

## “Play Smart, Eat Smart”- A Healthy Luau Basketball Tournament

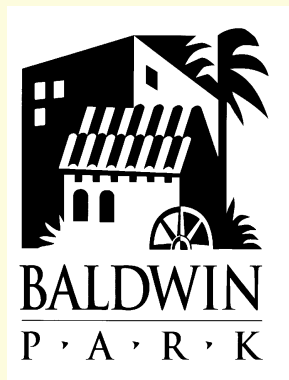


Date: August 15, 2001  
Time: 2:30pm-8pm

Baldwin Park Community  
Center

Healthy Eating, Active Communities

# People on the Move Partners



CITRUS VALLEY HEALTH PARTNERS

INTER-COMMUNITY · QUEEN OF THE VALLEY · FOOTHILL PRESBYTERIAN · CITRUS VALLEY HOSPICE



KAISER PERMANENTE®



# Healthy Policy Yields Healthy Minds

## Initiative Highlights

All City Vending Machines Must Comply 100%  
With Set Standards & Physical Activity Breaks Required


### **FOOD and SNACKS**

- No more than 35% of its calories from fat
- No more than 10% of its calories from saturated fat
- No more than 35% sugar
- No more than 250 calories

### **PHYSICAL ACTIVITY**

- Physical Activity Breaks
- Worksite Wellness for Employees

### **BEVERAGES**

- Must be fruit based or vegetable based with at least 50% juice with no added sweeteners
  - Milk Products must be 2%, 1%, non-fat, soy or rice based
  - Flavored milk must not be more than 35% sugar
  - Drinking Water must have no added sweeteners
- 



# Healthy Focused Facilities

**Teen Center**



**Walnut Creek**



**Barnes Park**



**Senior Center**



**Community Garden**



**Arts & Recreation Center**





# Fitness Breaks at Summer Concerts



Since 2006, Baldwin Park residents and visitors have participated in exercise before EVERY concert.

# Baldwin Park Teen Center and Skate Park



- Opened to the public in November 2003.
- The Baldwin Park Teen Center is the first healthy teen center in the San Gabriel Valley.



# No Smoking Signs At City Parks, Buildings and Businesses



# Our Commitment To Health



[626] 813-5245

**City of Baldwin Park**  
**Dedicated to**  
**Fighting**  
**Childhood Obesity**



Healthy Eating.  
Active Communities



[www.baldwinpark.com](http://www.baldwinpark.com)



# *What's OUT!!!*



# What's IN!!!

- Baked Doritos
- Pretzels
- Fruit Snacks
- Granola Bars
- Beef Jerky
- Corn Nuts
- Beverages with no added sugars
- Low Fat Crackers







# Healthy Selections Logo and Marketing



## City of Baldwin Park

### Legend


- \* Stores
- Parks
- Schools



Baldwin Park Unified School District created and launched a model PE program throughout all grade levels and completely redesigned their nutrition program which lowered BMI scores by 8.79%



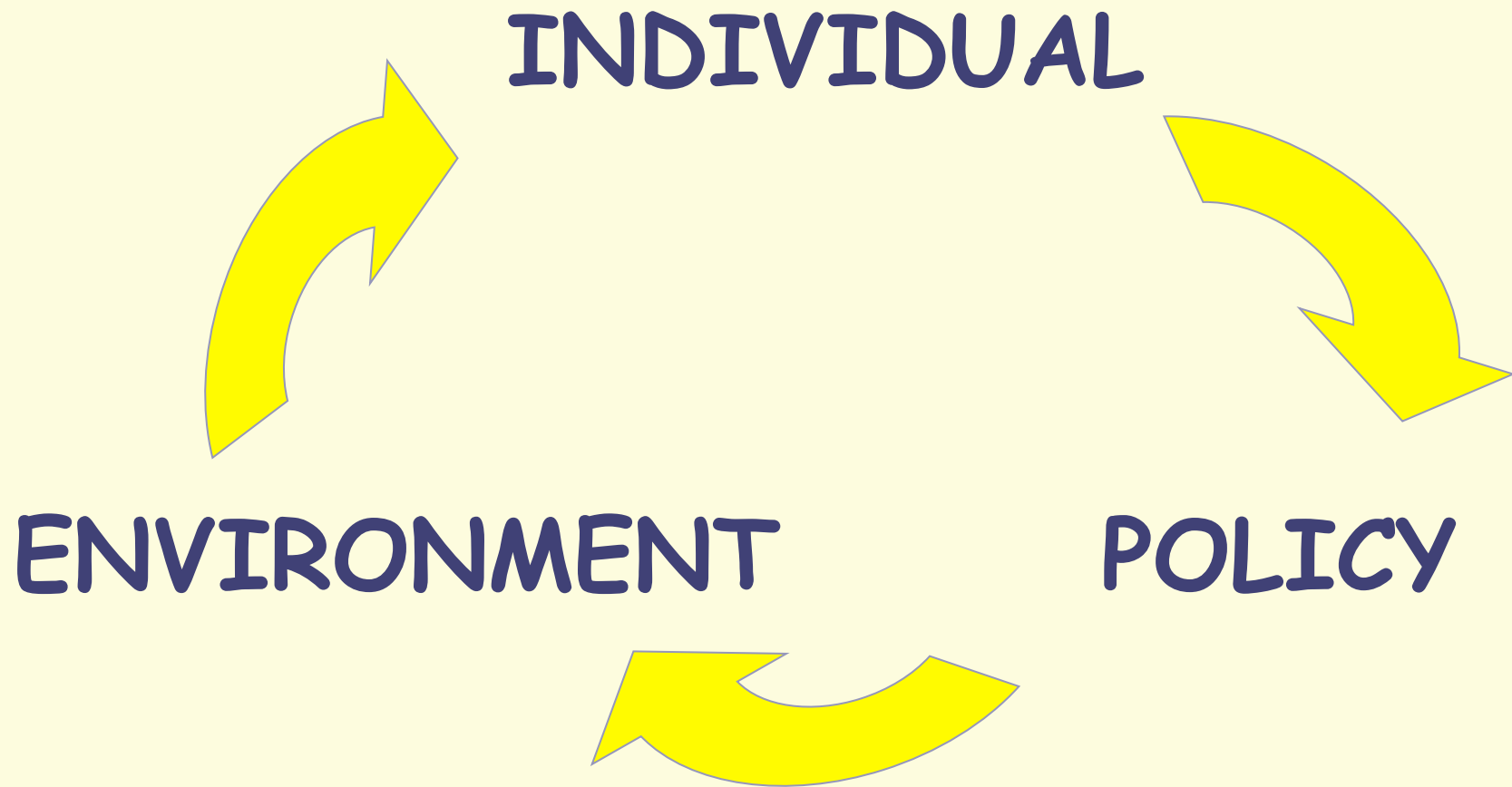
To measure success, BPUSD tracked height, weight and BMI comparisons from 2005-2009



## **Baldwin Park has been leading the way since 1999 in creating healthy policies in the San Gabriel Valley**

- Healthy Policy Yields Healthy Minds Policy (2003)
  - Healthy Teen Center (2003)
  - Vending Machine Conversion (2004)
  - No Smoking Ordinance (2004)
  - Interim Moratorium on Drive Thru Restaurants (2006)
  - Breastfeeding Policy (2007)
  - Revised Healthy Policy Yields Healthy Minds Policy (2008)
  - Expanded No Smoking Ordinance (2008)
  - Tobacco Retail License (2008)
  - Healthy Selections Logo (2008)
  - Corner Store Conversion Project (2009)
  - Adopted HEAL Resolution (2009)
  - Joint-Use Agreement with Baldwin Park Unified School District (2010)
  - Interim Moratorium on Drive Thru Restaurants (2010)
  - Volunteer Menu-Labeling at Restaurants (2010)
  - Update to Zoning Code to include stronger design guidelines for drive thru establishments (2011)
  - Revised Healthy Policy Yields Healthy Minds Policy (2011)
  - Smoke-free multi-family housing ordinance (2011)
  - Complete Streets Policy (2011)
- 

# Multi-dimensional Interventions








# How Much Did It Cost?

There were no costs to transition the soda and snack machines, it was a matter of the vendor cooperating and fulfilling our request.


To implement the no smoking policy, the City simply purchased the signs which were sold to businesses at the nominal cost to produce each sign. An informational pamphlet was also created to inform residents and businesses of the ordinance.

To implement a Tobacco Retailers License, the City passes on the cost to the retailers to pay for enforcement and regulation of tobacco sale to minors.






# Suggestions for working with Local Agencies


- Exercise Fliers at Special Events
  - Walking Clubs
  - Exercise groups with **Recreation Department**
  - Nutrition Classes from **WIC**
  - Public Service Announcements
  - Collaborate with **Local Health Partners**
  - Reach out to **Supermarkets** for Sponsorship
  - Connect **Local Health Providers** to the Community
  - Collaboration with **School District** on *Joint Use* and *After-School Programs*
- 



# Elected Officials as Advocates

Make Health *Business as Usual* through:

- Planning
  - Programming
  - Capital Improvements
  - Infrastructure
  - Business Engagement
  - & Collaborations / Partnerships
- 



# *Final Thought...*

“It takes a village to raise a child”

## City of Baldwin Park Contacts:

Marlen Garcia, Baldwin Park City Councilmember

Phone: (626) 813-5201

Email: [mgarcia2@baldwinpark.com](mailto:mgarcia2@baldwinpark.com)

Sal Lopez – Baldwin Park Associate City Planner

Phone: (626) 813-5261

Email: [slopez@baldwinpark.com](mailto:slopez@baldwinpark.com)

Manny Carrillo Jr. – Recreation & Community Services Director

Phone: (626) 813-5245

Email: [mcarrillo@baldwinpark.com](mailto:mcarrillo@baldwinpark.com)

